

**TAMRON**  
New eyes for industry

# Road Trip to Nature

*Seaside to Lakeshore with Tamron VC*

—— California, USA ——



**AF28-300mm F/3.5-6.3**  
**XR Di VC** LD Aspherical [IF] MACRO



new

Model A20



Digitally Integrated Design



Vibration Compensation Mechanism

Exposure: F20, 1/25 sec, 100 ISO, 42mm, Manual

URL ► <http://www.tamron.com/>

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# The All-In-One Tamron 28-300mm VC Lens

Planning your next short road trip? You'll want to take a lot of photos to document your travels, whether you're heading to the seashore, braving the desert heat, roughing it in the mountains or at the lake—or, if you're a true adventurer, all of the above.

It would take a special lens to get the variety of photos you're looking for: You'll need something that's lightweight, versatile enough to cover a great focal length range, and enables you to shoot under nearly any lighting conditions, from dusk till dawn.



The Tamron 28-300mm VC is that lens. Its 28-300mm range allows you to capture everything from wide-angle scenics by the shore or in the mountains to macro shots of local animals and plant life. Its low-light ability, ideal for everything from a dim hotel lobby to a shadowy mountain cabin, lets you handhold your camera at slow shutter speeds and still produce sharp, high-quality images with vivid colors.

In addition to the flexible focal length range, one of the highlights of the new lens is Tamron's proprietary VC (Vibration Compensation) mechanism. The VC feature, which is highly attuned to detect hand shake, significantly decreases vibration so that your pictures remain extra-sharp in even the most challenging photographic situations.



Other standout features of the 28-300mm VC lens include a minimum focusing distance of 0.49m (19.3") over the entire zoom range, a top-class close-focusing capability for a high-power zoom lens, and a 1:3 maximum macro magnification ratio at the 300mm telephoto end.

Add to all these refinements the lens's light weight, and you'll find that the 28-300mm VC lens is the only lens you'll need from seaside to lake shore.

# On the Road Again: Preparing and Packing

You'll want to minimize your gear for this mini-vacation, so that means you'll need to pack light. When he heads out on his own road trips, photographer Don Gale takes along a small camera bag with his Tamron 28-300mm VC lens, a polarizer, a graduated neutral-density filter, media cards, a car adapter charger, and extra batteries. "I'd normally take a whole variety of lenses, but now with the 28-300mm VC, I can just take the one lens on a trip like this," he says.

Protecting your equipment from being stolen out of your hotel room is obviously important, but protecting it from the elements found in Mother Nature is just as critical. "You may be in the desert, at the beach, and in some extremely high elevations," Gale says. "You get salt air and vapor when you're near the ocean. Or depending on the year, you may encounter dry spells that could lead to forest fires, which produce a lot of ash."



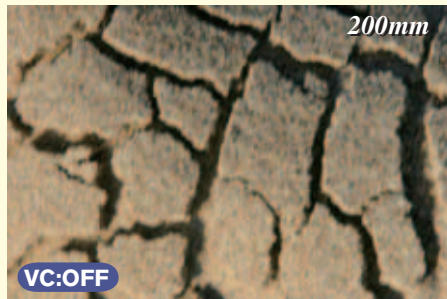
Gale's main tip for keeping gear in working order doesn't involve fancy photographic secrets. "This isn't a real professional technique, but it works," he says. "I use a two-gallon air-tight bag, which does a couple of things. It physically protects the camera and lens from the ocean spray, from sand in the desert, and from rain and ashes.

But it also protects against extreme temperature changes: If you seal it up real tight and you're going from hot to cold, or from cold to hot, the condensation will form on the outside of the bag; you won't get that buildup of vapor on your lens or viewfinder."



# Snapshots by the Shore

A quaint seaside town as the first stop on your photographic road trip will enable you to fully experience the 28-300mm VC lens's flexibility, portability, and superior image quality. The lens masters every environment it encounters, whether it's a jam-packed beach, or the dock at a beach or the neighborhood marina. Use the lens for your early-morning sojourns to the seashore, where you can shoot in macro mode to show off local sand critters, or zoom out for shots of kids splashing in the surf or during your strolls through city streets. Bring the lens along for evening outings, where it will capture spectacular sunset views and the fireworks show with stunning clarity. The 28-300mm VC lens will prove to be the only lens you'll need for your entire seaside stay.



Exposure: F13, 1/25 sec, 100 ISO, 200mm, Manual



Trekking across the Pacific Coast sand dunes before sunrise can lead to amazing photo opportunities. But walking on sand is no easy feat, and heavy inhaling and exhaling from this early-morning exercise can create unwanted camera shake. The 28-300's VC mechanism helps keep everything sharp—even when the ground beneath your feet isn't all it's cracked up to be.



Exposure: F11, 1/13 sec, 400 ISO, Aperture Priority

The 1:3 maximum macro magnification ratio is ideal for zooming in on resident crustaceans.

Exposure: F22, 1/13 sec, 100 ISO, Aperture Priority

Take advantage of available light streaming in through your hotel window to capture relaxed portraits of family members.

Exposure: F4.5, 1/10 sec, 200 ISO, Program

Capture appetizing imagery with the 28-300 VC lens, which maximizes your hand-holding capabilities so you can photograph your repast from your seat.



Exposure: F13, 1/10 sec, 100 ISO, Manual

Show off all of the majestic residents of a crowded marina with a wideangle look.

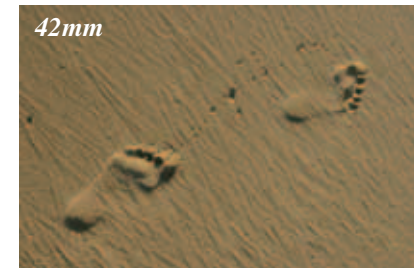


Exposure: F8, 1/25 sec, 200 ISO, 300mm, Manual



Exposure: F16, 1/20 sec, 100 ISO, Manual

Walking on sand is no easy feat—but the 28-300's VC mechanism helps you keep everything sharp, despite the camera shake created by such vigorous exercise.



Exposure: F25, 1/20 sec, 100 ISO, Aperture Priority

Hit the beach before sunrise: The early-morning light and shadows will increase the sand's contrast and texture.



Exposure: F8, 1/20 sec, 100 ISO, Manual

A wide-angle shot incorporates indigenous plant life for context.





35mm

Exposure: F10, 1/20 sec, 100 ISO, 35mm (Left) / 300mm (Right), Manual  
Use a polarizing filter to cut down on glare from the water at sunset.



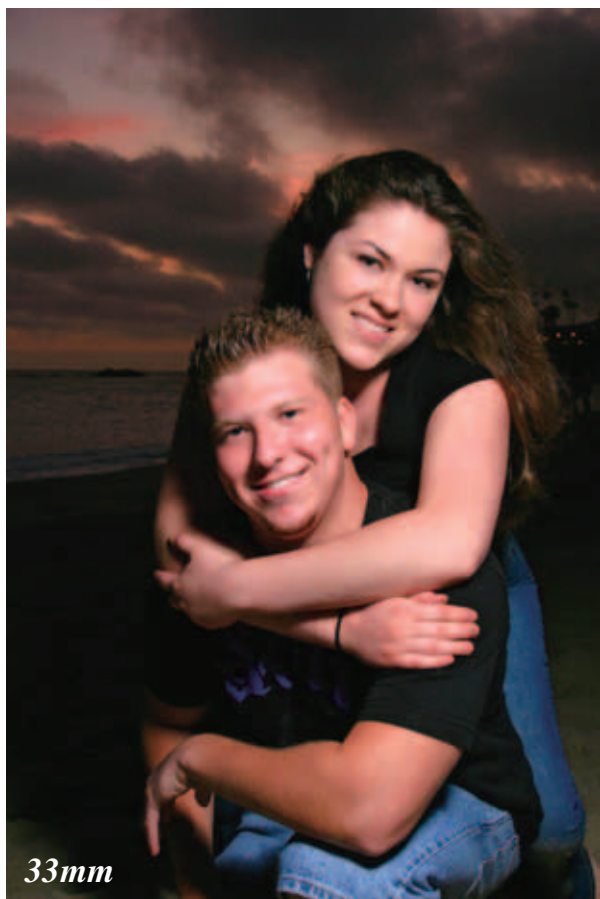
300mm



42mm

Exposure: F16, 1/320 sec, 200 ISO, Aperture Priority

A beachfront patio can provide inspiration for a wide-angle scenic.



33mm

Exposure: F8, 1/30 sec, 400 ISO, Manual

Using a flash for intimate portraits can cause pictures to look sharper, while the ambient light records the background. The VC feature ensures that anything lit with the ambient light isn't blurred.



50mm

Exposure: F7.1, 1/13 sec, 100 ISO, Aperture Priority

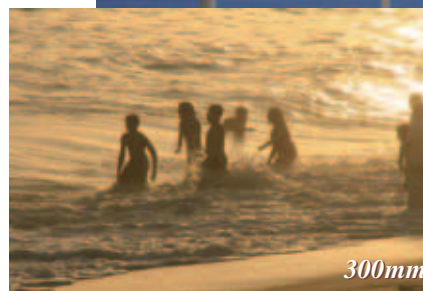
From your hotel window, the 28-300 VC lens lets you record everyone that's moving as a blur, while everyone else who's standing still remain sharp.



28mm

Exposure: F6.3, 1/10 sec, 200 ISO, Manual

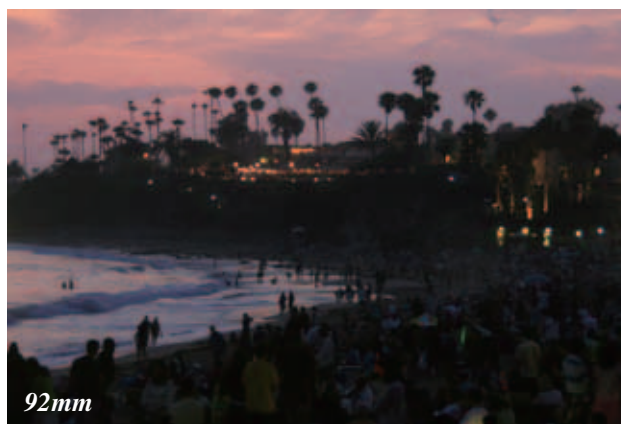
Even the soft lighting of a hotel lobby is no match for the 28-300 VC—this lens can practically shoot in the dark.



300mm

Exposure: F16, 1/200 sec, 100 ISO, Aperture Priority

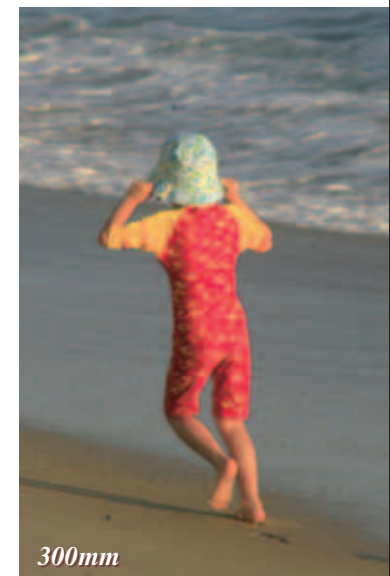
Scope out where the light is best and react.



92mm

Exposure: F5.0, 1/8 sec, 800 ISO, Aperture Manual

A postcard-perfect pictorial of the coastline as the day winds down is achievable under dusky lighting conditions with the 28-300mm VC lens.



300mm

Exposure: F16, 1/60 sec, 100 ISO, Aperture Priority

Expand your hand-holding ability with the 28-300 VC, which allows you to capture spontaneous action shots.





Exposure: F7.1, 1/20 sec, 800 ISO, Manual

If you're privy to a pyrotechnics show while on vacation, keep in mind that there will be a center point to the main explosion, followed by another three to four seconds of embers spiraling to the end of their trail. Keep your shutter open the entire time to record the whole exposure and the ensuing ember shower.



Exposure: F6.3, 1/10 sec, 200 ISO, Manual

Work both white sand and sky into your shot, tapping into the wideangle end of the lens to show an entire vertical vista in a single frame.



Exposure: F22, 1/15 sec, 100 ISO, Aperture Priority

Fading light is no problem for the 28-300mm VC lens, which is able to capture every detail in the water and in the sails of this graceful sloop at 300mm.



Exposure: F32, 1/30 sec, 100 ISO, Manual

You may not be able to avoid the crowds on the beach, but by compressing the shot vertically and keeping the aperture small, you'll be able to capture every multicolored umbrella and well-motined beach body in stellar detail.



Exposure: F29, 1/20 sec, 100 ISO, Aperture Priority

Pull back on the zoom to create unusual compositions.



Exposure: F5.6, 1/6 sec, 800 ISO, Manual

You're on vacation, but the streets of your destination location are as busy as ever. Show off all the automotive activity by waiting until the moment a red stoplight turns green – then you'll be able to illustrate the movement at the front of the pack by blurring the cars at the head of the line.



# Mountain and Lakeshore Scenes

Leave the luxury of room service behind and head into the wild for the last leg of your road trip, where you'll ascend into the mountains to camp out on the lakeshore. With the 28-300mm VC, it's easy to document the natural beauty that surrounds you: From the early morning rays of sunlight reflected in the still waters to the last marshmallow being toasted over the campfire, this versatile lens ensures you're able to capture that indescribable feeling you only get when you're communing with Mother Nature. The lens's close-focusing macro capabilities allow you to zoom into the most delicate stamens of a wildflower (and the image-stabilization feature keeps that same flower still and sharp), while its wideangle end lets you show off the beauty of the high-altitude landscape in its entirety, from peak to pond. Plus, the lens is light enough to carry around all day as you hike on mountain trails, scale waterfall beds, and wriggle into the underbrush for the best shots.



Exposure: F14, 1/25 sec, 100 ISO, Manual

Create a compositional series by shooting over a period of ten minutes, allowing the clouds to glide by while you remain in one place.



Exposure: F8, 1/25 sec, 160 ISO, Manual

When shooting local flora, get down to plant level to frame your shot. The VC feature keeps everything sharp as you're snaking along the ground.



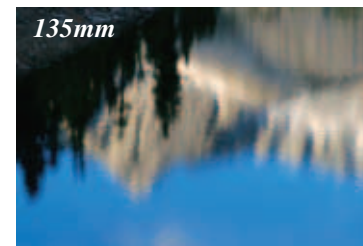
Exposure: F9, 1/30 sec, 200 ISO, Manual

Usually a tripod is recommended for taking landscape images with a smaller aperture to achieve greater depth of field and a polarizer as well as a 2-stop neutral-density graduated filter that cut out more light and lower your shutter speed even further. But VC allows you to capture the details and the rich, deep colors of the landscape being reflected in the lake at sunrise.



Exposure: F9, 1/15 sec, 100 ISO, Manual

To capture local fishermen in silhouette, take a meter reading for the highlights, and the shadows will simply go dark.



Exposure: F13, 1/25 sec, 100 ISO, Manual

Shoot down on a lake from a higher vantage point and wait for ripples in the water for artistic effect.



Exposure: F9, 1/6 sec, 1000 ISO, Manual



Exposure: F/7.1, 1/15 sec, 400 ISO, Manual

Rethink what your photographic instincts tell you. If your subject matter is vertical, shoot it horizontally for a compelling composition.



Exposure: F16, 1/200 sec, 100 ISO, Aperture Priority

The close focusing ability and VC feature of the lens will allow you to capture unlikely abstracts, even in a shower curtain.

To capture the velvety beauty of cascading waterfalls, shoot early in the morning so you can use a long shutter speed—anything that's moving (the water) will blur, while everything else will remain sharp.





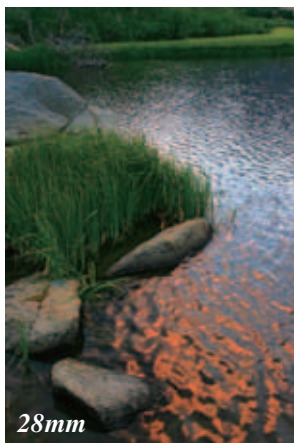
Exposure: F22, 1/40 sec, 100 ISO, Manual

Search out different angles in which to photograph local wildlife. A high perch on a barren tree serves as the perfect composition for the raven in this image. Silhouetting your subject and using an out-of-focus telephoto look are both effective ways to isolate your subject.



Exposure: F25, 1/40 sec, 100 ISO, Aperture Priority

Use wide angle to highlight other visitors against the stunning natural backdrop of your surroundings.



Exposure: F8, 1/20 sec, 400 ISO, Manual

Capture the serenity of sunset on the lake by setting up a wide-angle shot of the rippling water juxtaposed with the shoreline.

Wait until nightfall and let some light filter in from a lantern about 20 feet away to illuminate your franks and beans around the campfire.



Exposure: F5.6, 1/15 sec, 100ISO, AE



Exposure: F6.3, 1/25 sec, 800 ISO, Manual

Cut out extraneous elements in your images to focus solely on your subjects, whether it's their aesthetically appealing asymmetry or the dominant outboard motors.

# Desert Scenes

The next leg of your road trip will immerse you in arid desert climates, where you'll bear witness to sweeping vistas, hauntingly desolate surroundings, and striking colors that remain vibrant over time, despite the brutal heat and sunlight beating down upon the landscape. Use the 28-300mm VC lens in this often-unforgiving environment to hone in on the intricate details of the rocky edifices; use the out-of-focus telephoto effect to isolate the occasional lone sagebrush; and shoot as wide as possible to incorporate both the red-rock peaks and the brilliant blue sky into your images.



Look for the natural lines and shapes that exist in nature. The winding road leading through the brush landscape into the mountains in this image breaks up what may have otherwise been a monotonous shot.

Exposure: F13, 1/400 sec, 320 ISO, Program



Exposure: F16, 1/30 sec, 100 ISO, Manual

Position sagebrush in the foreground to add depth to your image.



Exposure: F16, 1/30 sec, 100 ISO, Manual

A towering red-rock sand cliff can serve as a welcome photographic subject amid the flat desert landscape. This is one of the few locations where bright midday sun is ideal for shooting. Shoot at a low ISO and with a polarizing filter to achieve the best tonal quality and noise levels.



# 28-300mm with VC

## Vibration Compensation-Blurr-Stopping Power

### AF28-300mm F/3.5-6.3 XR Di VC LD Aspherical [IF] MACRO

Model A20

#### Specifications

Model	A20 for Canon
Focal Length	28-300mm
Maximum Aperture	F/3.5-6.3
Angle of View	Diagonal: 75°23'-8°15' (52°58'-5°20') Horizontal: 65°28'-6°52' (45°0'-4°26') Vertical: 46°15'-4°21' (30°34'-2°35') ( )= the figures when used on APS-C sized digital camera
Lens Construction	18 elements 13 groups
Minimum Focus Distance	0.49m (19.3")
Max.Mag.Ratio	1:3 (at f=300mm, MFD:0.49m)
Overall Length	99mm (3.9")*
Maximum Diameter	ø78.1mm (3.1")
Filter Size	ø67mm
Weight	555g (19.6oz.)*
Diaphragm Blades	9
Minimum Aperture	F/22~F/40 (28mm~300mm)
Standard Accessory	Flower-shaped hood
Compatible Mount	Canon, Nikon

\*Values given are for Nikon cameras.  
The images in this leaflet are taken with prototype model.  
The cosmetic design and specs are subject to change without notice.

NEW



\*When 28-300mm Di VC (model A20) for Canon is used in combination with the following cameras, the Vibration Compensation Mechanism will not function properly:

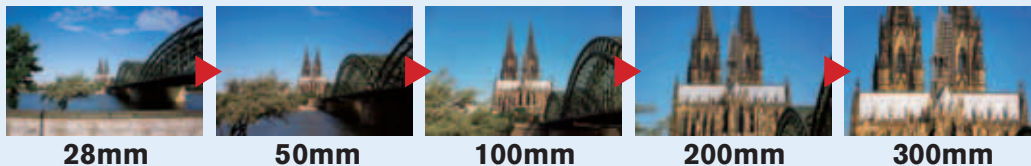
Digital SLR: EOS-1Ds (Mark II and Mark III ARE compatible)  
Film SLR: EOS- Rebel T2 (300X, Kiss7), Rebel K2 (3000V, KissLite)

\*When 28-300mm Di VC (model A20) for Canon is used in combination with some of the EOS Series (film camera), the VC function may not work.  
100QD, 10QD, 850, 750QD, 650, 620, 630 (630QD, 600)

\*AF motor is built in for NII models. Aperture ring is not equipped.

### AF28-300mm F/3.5-6.3 XR Di VC – Different Angles of View

#### Taken with a full-size camera



#### Taken with an APS-C size digital camera



## What's Di?



New Standard of Lenses  
for Digital Cameras

Di (Digitally Integrated Design) is a designation Tamron puts on lenses featuring optical systems designed to meet the performance characteristics of digital SLR cameras as well as film cameras.

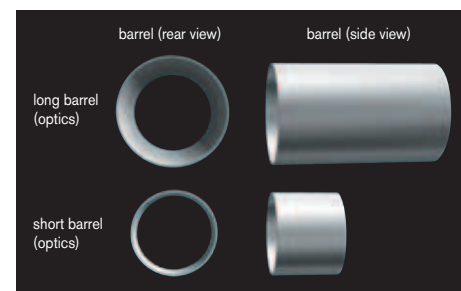
## What's XR?



By reducing the total length of the optical configuration, we succeeded in developing optics that allow for a smaller lens diameter while maintaining the same aperture values as previous lenses for overall compactness. Optical power distribution was enhanced in a compact package through the innovative use of XR (Extra Refractive Index) glass, resulting in minimum aberration.

#### Achieving the same aperture value with a smaller size

With a short barrel, it is possible to obtain the same visibility (aperture value) as with a long barrel. By using this principle, we were able to shorten the optic system length for a more compact overall lens design while maintaining aperture values.



### Advanced optical designs include XR, LD, AD and Aspherical glass

XR (Extra Refractive Index) glass is effective in reducing the optical length of the lens through high refractivity. LD (Low Dispersion) and AD (Anomalous Dispersion) glasses minimize loss of sharpness caused by color blurring at the tele end of the focal range, while ensuring vivid, quality imaging. The Aspherical lens technology compensates for spherical aberration to achieve outstanding image quality. At the same time, reducing the number of elements results in a more compact, lightweight lens package.

## What's VC?

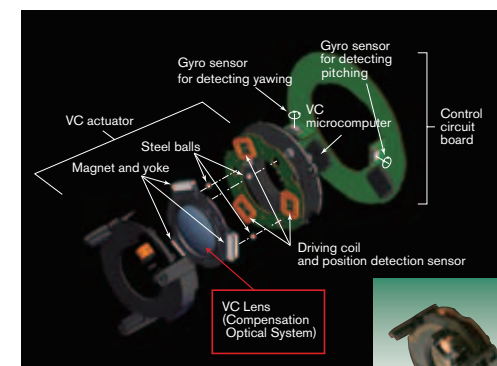


Vibration Compensation  
Mechanism

Camera vibration, or camera shake, is the term used to describe the reason a photo comes out blurry when the photographer moves just as he or she presses the shutter release button. The resulting image usually looks fuzzy or out of focus. Camera vibration is the primary cause of poor image quality in hand-held photography.

Thanks to the proprietary actuator and algorithms Tamron has built into this lens, the viewfinder always gives you smooth, steady images. The reliable viewfinder image ensures that you, the photographer, will not be distracted from your most important task – using your camera for maximum creative effect.

Tamron's proprietary Vibration Compensation mechanism uses a three-coil system. Three driving coils move the VC lens electromagnetically, based on signals originating from the movement of three steel balls. The lens element that compensates for vibration is held in place only by the steel balls, so there is little friction and the movement is quite smooth. With the element movable in a plane parallel to the image via electronic control alone, a simple mechanical design is realized. This ensures that the size of the lens itself is remarkably compact.







Shooting at 28mm allows you to capture the beauty of your entire surroundings, from the pristine lake at the foot of the mountains to the craggy peaks.

Exposure: F9, 1/10 sec, 200 ISO, 28mm, Manual

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 **Caution :** Please read the instruction manual carefully before using the lens.

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**TAMRON®**

*Manufacturer of precise and sophisticated optical products  
for a broad range of industries.*



**Quality Assurance Activities:** At Tamron, quality management activities are performed in compliance with ISO9001:2000 not only to assure product quality but to enhance customer satisfaction.

**Environmental Protection:** We recognize the significance of our social responsibilities. Tamron promotes corporate activities that protect the earth's environment through the establishment of a quality assurance system that is compliant with ISO14001.

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